

Let's Get Social!



MICHIGAN STATE  
UNIVERSITY



# What We're Talking About

What is social media?

Why should I care about it?

How do I do it?

How do I know it's worth it?

# What is Social Media?

Websites and applications used for social networking.



Where is the energy? It's so much more...





Since cats rule the Internet, we'll let them explain...

# SOCIAL MEOWDIA EXPLAINED



I LIKE MY CAT



I'M PLAYING WITH MY CAT



WATCH THIS VIDEO OF MY CAT



I'M VERY SKILLED AT TRAINING CATS



HERE'S A HIPSTER PICTURE OF MY CAT



HERE IS HOW TO TRAIN YOUR CAT TO DANCE



I FREAKIN' HATE THIS CAT FOOD



I WORK FOR GOOGLE AND I HAVE A CAT



I AM LISTENING TO THE SONG "SOFT KITTY"



THIS IS WHERE I GOT MY CAT HOODIE



 AVALAUNCH<sup>™</sup>  
MEDIA

# At its core, social media is:

Psychology + Emotion + Communication + Instinct =

Social media is...People!  
You gotta tell them.  
It's people!



# Quick Look: Michigan Sea Grant

Our Approach? Inform, educate and entertain, to spark conversation

Part of the mission of Sea Grant is to educate and perform outreach.

Social media helps.

# Quick Look: Michigan Sea Grant

For example, goals include:

To build Michigan Sea Grant as an authority on Great Lakes issues.

To help people understand we provide science-based objective information on issues they may not have heard about yet.

To do this in a network and connected way.

A person is kitesurfing on a large body of water. The kite is green and white, and the person is on a red board. The water is a vibrant turquoise color, and the sky is a clear blue with some light clouds. The horizon is visible in the distance.

# Quick Look: Michigan Sea Grant

And it works!

# More about the Why

Michigan Sea Grant example:

- Traditional mailing list ~2500
  - Amplified is ~10,000
- Social media direct audience ~6000
- Amplification of a social network?
  - Facebook ~280,000
  - Twitter ~420,000

Their powers combined...

# And they tell two friends...



I have friends!

Average of 130  
friends per user

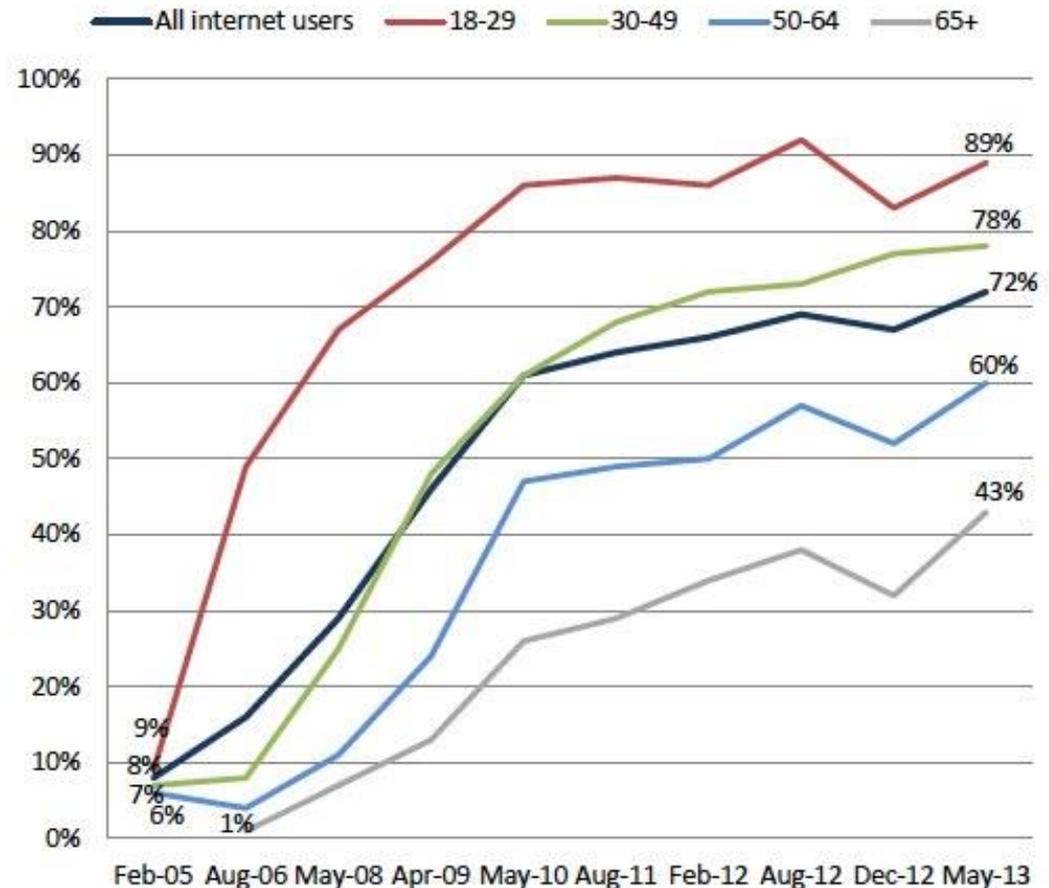
$$1 \times 130 \times 130 = \text{a lot}^*$$

\* A lot in this case means 16,900 people in one user's network.

# Who are These People?

It's simple: Go with  
Facebook has  
Total amount  
month: 2.9 bil  
YouTube is the  
engine in the

Social networking site use by age group, 2005-2012  
% of internet users in each age group who use social networking sites



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

# Make it easy on yourself

~~Hire a social media manager:  
Salary minimum \$120,000/yr, plus  
benefits, and company car.~~

**Just Kidding!**

Use the expertise around you — and  
the available tools

A photograph taken from the deck of a sailboat, looking out over a large body of water. The sun is low on the horizon, creating a bright glow and reflecting off the water's surface. In the distance, a white lighthouse stands on a small island. The sky is blue with scattered white clouds. The rigging of the sailboat is visible in the foreground on the left.

Now, on with the show...

# Barriers and Pitfalls

Technology

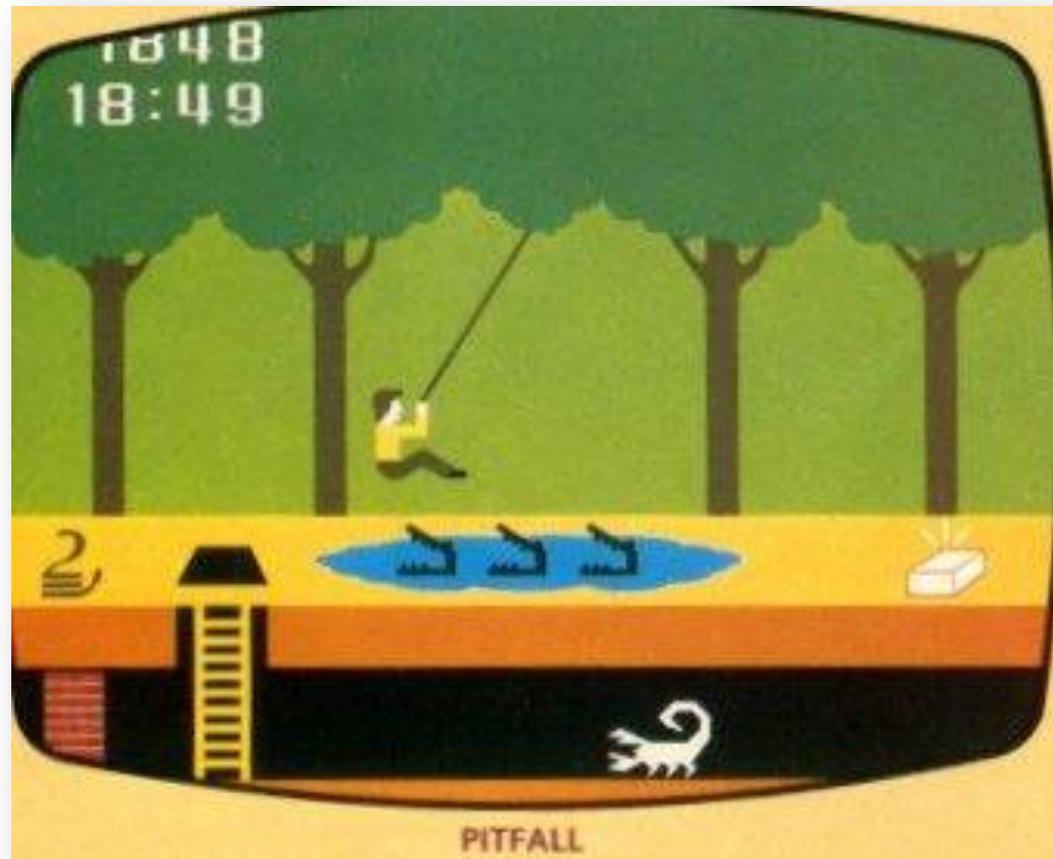
Avoid temptation

Time suck

Too much or too little

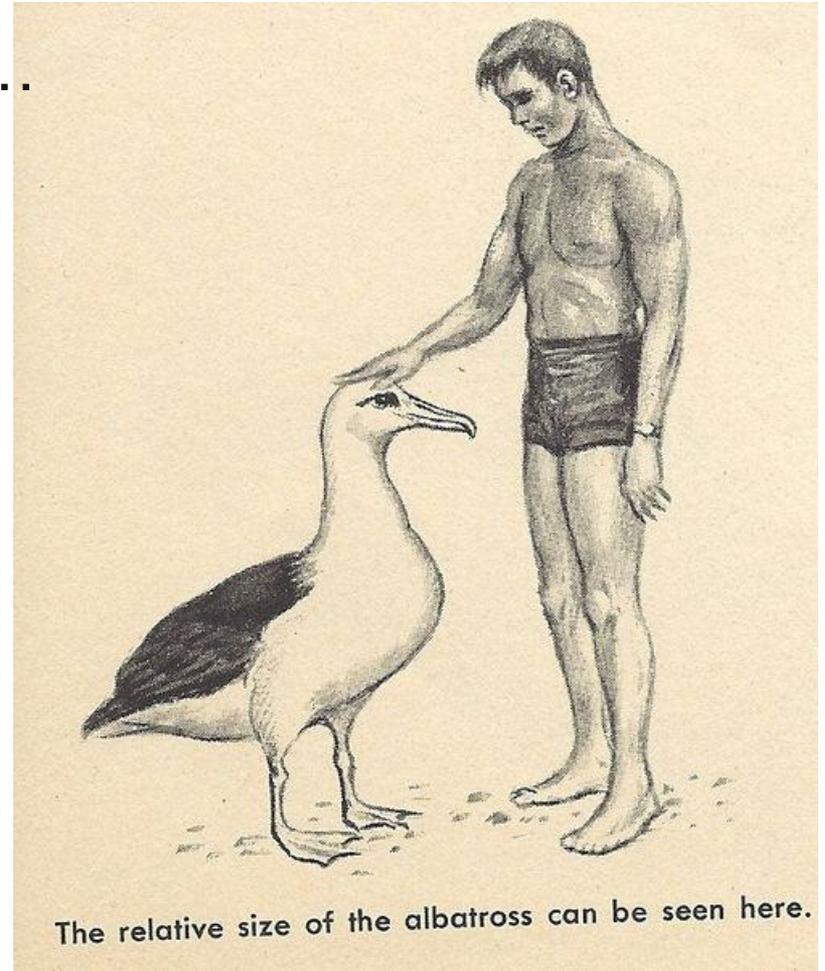
Broken record

Just because you can,  
doesn't mean you  
should.



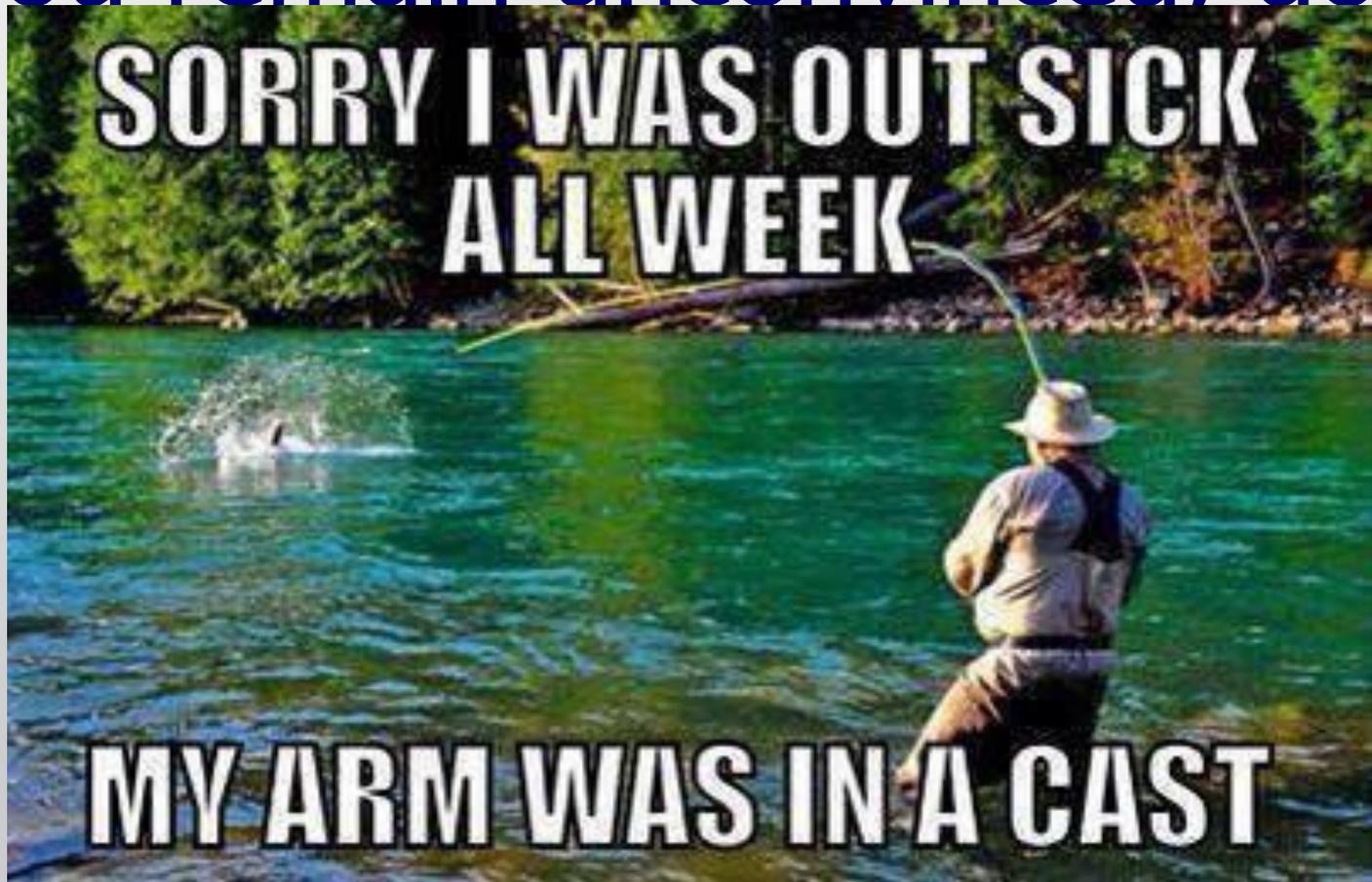
# Bottom Line: Not an Albatross

Think of it as an experiment ...



The relative size of the albatross can be seen here.

If you remain unconvinced, do



[@FHQfishing](#) [www.facebook.com/pages/The-Fishing-Headquarters/](https://www.facebook.com/pages/The-Fishing-Headquarters/)

Courtesy of Pinterest...

# Questions

What are you burning to know?